**General template guidelines:**

* Replace yellow highlighted text with appropriate content.
* Delete red text from final template.
* Green text remains in final template.
* When sharing template externally, print it as a PDF by going to the “File” menu, selecting “Print”, and select “PDF” as your print destination.

STUDY SUMMARY

The following is a test plan for a qualitative, remote, unmoderated study that focuses on navigation. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they attempt to find a [item, product, information] using only the [website’s, app’s] menus.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * What is the user experience of trying to find an item on the [website, app] using the menus only? * Can participants successfully find a [item, product, information] using only the [website’s, app’s] menus? |

STUDY DETAILS

**Demographics**

10 desktop, mobile participants from the UserTesting panel

*Note: A minimum of 6-10 participants per segment / target audience is recommended for most qualitative, unmoderated remote studies. These demographics can be adjusted based on the target audience for the website or app.*

* Age: Any, Add Range
* Income: Any, <$40k, <$100k, $40k-$100k, $40k+, $100k+
* Gender: Any, Male, Female
* Country: Any, US, UK, Canada, Australia, India, Rest of World
* Platform: Computer, Tablet, Smartphone
  + *If Computer is selected:*
    - Web Expertise: Any, Average, Advanced
    - Computer Operating System: Any, Windows, Mac
    - Computer Web Browser: Any, Firefox, Chrome, IE, Safari
  + *If Tablet or Smartphone is selected:*
    - Tablet and Smartphone Recording Method: Mobile, Webcam
    - Tablet and Smartphone Operating System: Any, iOS, Android
* Social Networking: Any, Facebook, Twitter, LinkedIn
* Other Requirement: None, Fill In

# **Screener**

*Note: Screener questions should filter for participants that meet the basic demographic criteria of the brand’s target audience.*

1. How do you typically research a [topic, product, service] that you want to know more about? Select all that apply.
   1. Read through paper books, magazines, or journals [May Select]
   2. Read or use [websites, apps] on a computer, phone, or tablet. [Must Select]
   3. Ask a friend, colleague, family member, or other trusted person [May Select]
   4. Watch videos, movies, documentaries, television or other programming [May Select]
   5. Listen to radio, podcasts, or other audio programming [May Select]
   6. Other medium [May Select]
   7. None of the above [Reject]

TASKS & QUESTIONS

**Starting Instructions**

WEBSITE URL (where participants start the study): [URL of website].

APP DOWNLOADING INSTRUCTIONS: Download and install the [app name] app from [app store name].

INTRODUCTION: You decide to explore [item, product, information] and arrive at this [website, app].

**Tasks**

1. \*\*Read all tasks out loud and remember to share your thoughts as you perform each task.\*\*
2. WEBSITE:Go to [URL]. When you see the website, move on to the next task.

APP: Open the [app name] app. Move on to the next task.

1. Think of something that you might [shop for, look for] on this [website, app] and describe it out loud.
2. Using \*\*the [website, app] menu only\*\* (DO NOT use search), find the [item, product, information] you described. Move on to the next task when you're done or when 5 minutes have passed.

*Note: Participants are asked two standard follow-up questions after completing each* ***goal-oriented*** *task. Both are asked on a 7-point scale.The first question is an externally validated and extensively researched item called the SEQ (Single Ease Question), and it assesses how difficult participants find a task. The second question asks participants to rate their confidence in completing the task successfully.*

1. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
2. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)
3. What, if anything, \*\*was easy\*\* about using the menus to find [item, product, information], using the [name] [website, app]?
4. What, if anything, \*\*was difficult\*\* about using the menus to find [item, product, information], using the [name] [website, app]?

*Note: The following question is from the SUPR-Q. The SUPR-Q is an extensively researched scale that measures perceptions of usability, trust, appearance, and loyalty. A detailed article explaining some of the research behind the SUPR-Q can be found here:* [*http://bit.ly/1QCY6hK*](http://bit.ly/1QCY6hK)

1. Rating Scale: It is easy to navigate within the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the [name] [website, app].

QUESTIONS? COMMENTS? CONTACT US

If you have questions or comments, please contact us:

**Name**

Title

Email address

**Name**

Title

Email address